




Faculty Proforma

Title	DR	First Name	SUNIL	Last Name		Photograph
Designation	PROFESSOR					
Address	A -2446, SECOND FLOOR, GREEN FIELDS COLONY FARIDABAD HARYANA - 121010					
Phone No Office	011-29258544					
Residence	0129-2513036					
Mobile	9968187077 / 8130731802					
Email	sjaspa@yahoo.co.in					
Web-Page						
Educational Qualifications						
Degree	Institution				Year	
B. COM.	VALLABH GOVERNMENT COLLEGE MANDI, HPU SHIMLA				1998	
M. COM.	H.P.U. SHIMLA				2000	
M. PHIL.	H.P.U. SHIMLA				2001	
Ph. D.	H.P.U. SHIMLA				2007	
CAREER PROFILE						
<p>COURSES TAUGHT; B. COM (H), BA (VS) MMRB, B.A. (VS) SME, ACADEMIC COUNSELOR IGNOU FOR MBA & M. COM COURSES, PUBLISHED MANY ARTICLES IN NATIONAL/INTERNATIONAL JOURNALS AND PRESENTED MANY PAPERS IN NATIONAL/INTERNATIONAL SEMINARS, CONVENER/MEMBER OF SYLLABUS REVISION COMMITTEE UNDER LOCF AND UGCF (NEP), , GUIDED MORE THAN 50 MBA (IGNOU) STUDENTS IN SUCCESSFULLY COMPLETION OF THEIR PROJECT WORK.</p>						
ADMINISTRATIVE ASSIGNMENTS						
<ul style="list-style-type: none">• MEMBER; GOVERNING BODY OF CVS.• SECRETARY; STAFF COUNCIL• MEMBER; IQAC• NODAL OFFICER; ADMISSIONS• TEACHER-IN-CHARGE; DEPARTMENT OF COMMERCE• TEACHER-IN-CHARGE (NCWEB)• CO-ORDINATOR; EQUAL OPPORTUNITY CELL• NODAL OFFICER; TOBACCO FREE BRIGADE• LIAISON OFFICER FOR SC/ST• MEMBER; SYLLABUS REVISION COMMITTEE (FYUP) FOR B. A. (VS) MMRB• CONVENER; MEMBER SYLLABUS REVISION COMMITTEE FOR B. A. (VS) SME (UGCF)						

- ASSISTANT COORDINATOR; INDIRA GANDHI NATIONAL OPEN UNIVERSITY CVS, IGNOU STUDY CENTRE (07103), SHEIKH SARAI-II
- NSS PROGRAMME OFFICER; CVS
- SUPRINTENDENT EXAMINATION
- DEPUTY SUPERINTENDENT EXAMINATION
- DEPUTY SUPERINTENDENT EXAMINATION (SOL)
- PRESIDING OFFICER; STUDENTS UNION ELECTION
- OBSERVER; UGC NET EXAMINATION
- NCC INCHARGE
- CONVENOR; SPORTS COMMITTEE/ PURCHASE COMMITTEE/ VERIFICATION COMMITTEE/ ADMISSION COMMITTEE/ WORKLOAD COMMITTEE/ MERCADEO; MARKETING SOCIETY OF THE COLLEGE.
- MEMBER; GARDEN COMMITTEE/ VERIFICATION COMMITTEE /PURCHASE COMMITTEE/ STUDENTS UNION COMMITTEE/ SPORTS COMMITTEE/ NORTH EAST STUDENTS GRIVANCE REDRESSAL COMMITTEE/ ST/SC STUDENTS GRIEVANCE COMMITTEE/ MODERATION COMMITTEE.

AREAS OF INTEREST / SPECIALIZATION

MARKETING MANAGEMENT/ SMALL AND MEDIUM ENTERPRISES/ FDI

SUBJECTS TAUGHT

MARKETING MANAGEMENT, RETAIL TRADING OPERATION, FUNDAMENTALS OF ENTREPRENEURSHIP AND MSME'S, ORGANISATION AND MANAGEMENT OF MSME'S, RURAL MARKETING, E-COMMERCE

RESEARCH GUIDANCE

GUIDED UNDERGRADUATE STUDENTS AND ALSO GUIDED MORE THAN 50 STUDENTS OF MBA (IGNOU) IN THEIR SUCCESSFULLY COMPLETION OF PROJECT REPORTS/DISSERTATION.

PUBLICATIONS PROFILE:

Research Paper/Article Published:

- Core Industries, the Backbone of All Industries and Inflow of FDI: An Analysis, *European Journal of Business & Social Sciences*, Volume 07, Issue 6, ISSN: 2235-767X, pp. 405-435.
- Community Development and Role of Tourism: A Case Study of Tourist Destination Manali in Himachal Pradesh (India), *Atithya: A Journal of Hospitality*, Volume 2, Issue 1, ISSN 2394-6644, pp. 16-26.
- Trends and Practices of Consumer's Buying Online and Offline: An Analysis of Factors Influencing Consumer's Buying, *International Journal of Commerce and Management*, Emerald Group Publishing Limited, ISSN: 1056-9219, UK, Vol. 25, Issue 4, November 2, pp. 442-455.

- “E-Marketing Vs Traditional Marketing: A Making of Appropriate Marketing Strategies for Tourism Products”, *International Journal of Culture and Tourism Research*, World Culture Tourism Association, Volume 7, No. 1, ISSN 2005-6133, pp. 75-83.
- Development and Environment: An Alternative Arrangement for Sustainability, *International Journal of Management Science Review*, Department of Management, Jamia Hamdard, Vol. 3, Number 2, pp. 1-15, ISSN: 2249-6718.
- “E-Tourism The Way Ahead: An Analysis of Tourists Perception toward E-Tourism”, Published in the *15th International Joint World Cultural Tourism Conference proceedings* organised by World Cultural Tourism Association in Hanyang Women’s University, Seoul, South Korea, pp. 221-239, ISBN 978-89-922250-05-4.
- Bricks or Clicks: Consumer Preference – A Comparative Analysis, *International Journal of Marketing and Business Communication*, Publishing India Group, ISSN Number: 2277-484X, New Delhi-34, Vol. 2, Issue 3, pp. 1-13.
- FDI in Multi Brand Retail: Opportunities and Threats, *Indian Journal of Marketing*, Y-21, Hauz Khas, New Delhi-110016, Vol., 42, No. 5, ISSN No. 0973-8703, pp. 47-52.
- Organised Retailing and Its Impact on Unorganized Retailing:- A Case Study of Delhi and NCR, *Journal of Business Studies*, Dept. of Commerce, Shaheed Bhagat Singh College, University of Delhi, New Delhi, Vol., 1, ISSN No. 0975-0150, pp. 72-80.
- Promotional and Developmental Role of Small Industries Development Bank of India (SIDBI): An Appraisal, *Prayaas, The Journal of Management*, MCMS, Rajasthan, Vol., No.2, pp.78-85.
- An Evaluation of Financial Practices of Small Industries Development Bank of India, *Shimla Management Journal*, Institute of Management Studies, H.P.U. Shimla -5, Vol., 2, pp. 151-160.

Book Published:

- A Collection of Hindi Poems, ‘*Ladkhdata Choutha Satambh*’ New World Publication, C-515, Budh Nagar, Inderpuri, New Delhi, 110012, ISBN : 978-93-95234-65-89, 2022.

PAPER PRESENTATIONS IN SEMINARS/CONFERENCES/WORKSHOP

- “*WTO and It’s Impact on Small Scale Industries*”, Paper Presented at OP - 85, UGC-Academic Staff College, H.P.U., Shimla- 171005, 18th Feb., to 15th March, 2008.
- “*FDI in Multi Brand Retail: It’s Implications*”, Paper Presented at RC, UGC-

Academic Staff College, Jamia Millia Islamia, New Delhi, 8th September to 28th September, 2011.

- ***“Trends and Practices of Consumer’s Buying Online and Offline: An Analysis of Factors Influencing Consumer’s Buying”***, Paper Presented at RC, UGC- Academic Staff College, Jamia Millia Islamia, New Delhi, 22nd October to 12th November, 2013.
- ***“E-Marketing Vs Traditional Marketing: A Making of Appropriate Marketing Strategies for Tourism Products”***, Paper presented at 15th International Joint World Cultural Tourism Conference organised by World Cultural Tourism Association in Hanyang Women’s University, Seoul, South Korea, 22nd Nov., to 24 Nov., 2014.
- ***“E-Tourism The Way Ahead: An Analysis of Tourists Perception toward E-Tourism”***, Paper presented along with Dr. Surender Singh at 15th International Joint World Cultural Tourism Conference organised by World Cultural Tourism Association in Hanyang Women’s University, Seoul, South Korea, 22nd Nov., to 24 Nov., 2014.

SEMINAR/CONFERENCE PARTICIPATION

- Participated in three days National Workshop on ***“Research Methodology and Research Ethics”***, organized by Society of Commerce and Management Lecture Series, Rajdhani College, University of Delhi, New Delhi on 12th-14th September, 2022.
- Participated in International E-seminar on ***“ Indian Economy Post COVID-19 : Opportunities and Challenges”*** organized by Department of Commerce in association with IQAC, College of Vocational Studies, University of Delhi, on 5th and 6th June 2020.
- Participated in the ICSSR sponsored National Seminar on ***“Reforms for transforming India: A Road Ahead”*** organized by Department of Commerce & Economics, Sri Aurobindo College, University of Delhi, on 17-18, February, 2017.
- Participated in 5th Annual International Commerce Conference – 2016 on ***“Startup to Sustainability: Initiatives and Challenges”*** organized by Department of Commerce, Delhi School of Economics, University of Delhi, held on November 4-5, 2016.
- Participated in the UGC sponsored National Conference on ***“Changing Business and Economic Environment in India: Vision 2020”*** organized by Department of Commerce, Sri Aurobindo College, University of Delhi, on 26th and 27th February, 2016
- Participated in the UGC sponsored National Conference on ***“ Marketing in the 21st century: Issues and challenges”*** organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, on 5th & 6th February 2016”
- Participated in the National Conference on ***“FDI in India: Responses and Challenges”*** organized by Department of Commerce, Shaheed Bhagat Singh College, University of Delhi, on Nov. 5-6, 2012.

- Participated in the International Conference on ***“The Future of Tourism Education and Scholarship in Asia-Pacific: TEFI Vision, Values and Principles”*** organized by Rajasthan Chamber of Commerce and Industry in Association with Tourism Education Future initiatives, USA on 3rd & 4th March, 2012 at RCCI, Jaipur, India.
- Participated in the International Conference on ***“The Future of Tourism Education and Scholarship in Asia-Pacific: TEFI Vision, Values and Principles”***, organized by College of Vocational Studies, University of Delhi on 1st & 2nd March, 2012 at CVS, New Delhi.
- Participated in the National Conference on ***“Mergers and Acquisitions-Issues, Opportunities and Challenges”***, organized by Shaheed Bhagat Singh College, University of Delhi, on January 20-21, 2012.
- Participated in the National Conference on ***“Financial Sector Reforms in India – The Road Ahead”***, organized by Shaheed Bhagat Singh College, University of Delhi, on January 21-22, 2011.
- Participated in the UGC Sponsored National Conference on ***“Corporate Laws: Contemporary Issues”***, organized by Shaheed Bhagat Singh College, University of Delhi, on December 4-5, 2009.
- Participated in the XX Annual Convention 2007 on ***“Wealth Management: The Emerging Scenario”***, held on Nov. 3rd, 2007 at Hotel Hyatt Regency, New Delhi, organized by Department of Financial Studies, University of Delhi.
- Participated in the XVII Annual Convention 2005 on ***“Managing Funds in 21st Century”***, held on Nov., 18, 2005 at Hotel Marriott, New Delhi, organized by Department of Financial Studies, University of Delhi.
- Participated in the 8th National Convention on ***“Creating Corporate Advantage in Global Economy”***, held on December 18 & 19, 2003 at Hotel Hyatt Regency, New Delhi, organized by Department of Commerce, Delhi School of Economics, University of Delhi.

ORIENTATION/REFRESHER COURSES

- Participated in the 14th three-week ***Refresher Course in Commerce & Business Management*** organized by the UGC-ASC, Jamia Millia Islamia, New Delhi from 22nd October to 12th November, 2013.
- Participated in the 12th three-week ***Refresher Course in Commerce & Business Management*** organized by the UGC-ASC, Jamia Millia Islamia, New Delhi from 8th September to 28th September, 2011.

- Participated in 4-week UGC Sponsored **Orientation Programme OP 85, 2007**, held from 18.02.2008 to 15.03.2008 organized by ASC, Himachal Pradesh University, Shimla-5
- Participated in the **Orientation Programme for Academic Counsellors of MP, BTS, MTM** organized by Regional Centre Delhi – 1, Indira Gandhi National Open University, on 27.01.2007.

WORKSHOP PARTICIPATION/CERTIFICATE COURSE PARTICIPATION

- Participated and successfully completed the One Week Online Certificate Course on **“Digital Teaching Techniques”**, organised by ICT Academy from 24th August to 29th August, 2020.
- Participated and successfully completed the Certificate Course on **“IND-AS Beginners-1 (Webinar)”**, organised by Deen Dayal Upadhyaya College, University of Delhi, Indian Accounting Association, Delhi Chapter & Voice of Chartered Accountants (NGO)(Regd.) from 31st July to 2nd August, 2020.
- Participated in the **ICT Workshop for Capacity Building of Delhi University Staff**, organized by ILL from 8th December to 22nd December, 2009.
- Participated in the **Workshop on Companies Act, 2013** on 27th November, 2013 organised by Northern India Regional Council of The Institute of Company Secretaries of India at New Delhi YMCA Tourist Hostel, New Delhi.

AWARDS AND DISTINCTIONS

World Award for Value Education, Indian Institute of Ecology Environment, 13th March, 2020.

ASSOCIATION WITH PROFESSIONAL BODIES

LIFELONG MEMBER, INDIAN ACCOUNTING ASSOCIATION

OTHER ACTIVITIES

Winner 100 meters race in sports day of college for more than 15 years.

Signature of Faculty Member